



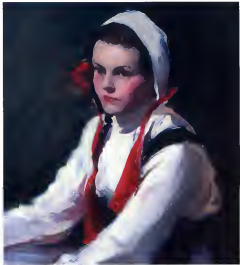
Wrapping Gifts, Coca-Cola Advertisement, 1946



Soldiers in Test - Coca-Cola Advertisement, 1947



The Quaker Oats Man



Demonstration painting, completed in one and a half hours at the Graphic Artist's Guild of Chicago during the 1940s.



Women Skating Coca-Cola advertisement 1941



Johannes Vermeer - Woman with a Flower Basket, c. 1665



Coca-Cola Advertisement, circa 1950s



Coca-Cola Advertisement, circa 1950s



Relaxing at Home, Coca-Cola Advertisement, 1951



Coca-Cola Advertisement, circa 1950s



Portrait of Mrs. Nancy Jones, 1967



Santa Relaxing. Coca-Cola Advertisement, 1936



Santa in His Workshop, Coca-Cola Advertisement 1933




"Mind reader!"



Mind Reader, Coca-Cola Advertisement, 1944



Daddy's Home Coca-Cola Advertisement 1945

A vintage 1951 Coca-Cola advertisement featuring a close-up of Santa Claus. He is wearing his iconic red suit with white fur trim and a red hat with a white pom-pom. He has a joyful expression with rosy cheeks and a wide smile. In his right hand, he holds a dark glass bottle of Coca-Cola. The background is a plain, light-colored surface. The text "Now it's my time" is superimposed over the lower part of his face and beard.

Now it's my time

Now It's My Time, Coca-Cola Advertisement, 1951



Yes, Coca-Cola Advertisement, 1946

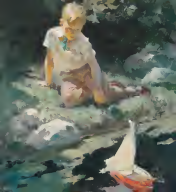












Yes



Know the
real joy of

COOL LIVING!



THE BEER THAT MADE
MILWAUKEE FAMOUS



MAY, 1930

5 CENTS THE COPY
THREE YEARS \$1

The Country Gentleman



Paul de Kruif—Margaret Weymouth Jackson—Samuel Merwin—Homer Hoch
Harry R. O'Brien—Sarah Addington—Earl Chapin May—J. Sidney Cates























For
Sparkling
Holidays







*Beverages are from "The Cold One" - "The Devil is Sealed in" - "Beverage 191" on the scene - "Beverage 191" on the scene - "Beverage 191" on the scene

After a day on the slopes—

What makes a glass of beer taste so good?

*Because in a beverage of moderation,
there lies perfectly into the American
pattern of freedom and informality.
With its long history—a product of our*

*country's heart with history and culture
long—perhaps nothing "We do" as well
as "right" for its many different
regions as good American beer in its*

Beer Belongs—Enjoy It!







The Country Gentleman



Have a Coca-Cola = Merry Christmas



...or how Americans spread the holiday spirit overseas

Your American fighting men love to spend moments. Quick to smile, quick to cheer the Red, he takes his leisure days with him when he goes. . . makes friends easily. Have a "Coke", he says to strangers in Israel, and he spreads the spirit of good will throughout the year. And throughout the world Coca-Cola

stands for the peace that refreshes,—has become the high sign of the friendly-hearted.

* * *

Our fighting men are delighted to meet up with Coca-Cola every place overseas. Coca-Cola has been a glimmering "star in my back when" Coca-Cola today is being bottled right in the zone in over 25 Allied and neutral nations.

Universal popularity comes in many a friendly, different form. There's also your own Coca-Cola called "Coke."



© 1945 THE COKA-COLA COMPANY



Drive
refreshed









JUNE, 1929

5 CENTS THE COPY
THREE YEARS \$1

The Country Gentleman



Juliet Wilbor Tompkins—Ida M. Evans—Howard Brubaker—J. D. Long
Paul de Kruif—Corra Harris—Alvin Howard Sanders—Rudolf A. Clemen



Stacy



When everyone feels like relaxing—

What makes a glass of beer taste so good?



Goodness comes from the grain, the water, the yeast, the hops, and the skill of the brewer.




Then, there's the air in the glass, the light, the sound of the glass being filled.

And the way the beer tastes, the way it feels, the way it looks.



The way it tastes, the way it feels, the way it looks, the way it smells, the way it sounds, the way it tastes.

Beer Belongs—Enjoy It! domestic Brewings of Heileman 

Heileman is a registered trademark of
The Heileman Brewing Company, Inc.
P.O. Box 100, St. Louis, Mo. 63101
© 1980 The Heileman Brewing Company, Inc.













As he sat with his fingers on the keys, a
woman's arms spread behind him as Sophie walked into
his house and made herself at home there.





GIVING, RECEIVING CHRISTMAS, by PHILIP BASTIEN. Number 100 in the series, *Home Life in America*.

In this friendly, freedom-loving land of ours... *Beer Belongs—Enjoy It!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation... Chartered 1886



You do more than satisfy an ordinary thirst when you pour a glass of Schlitz. You experience all the extra enjoyment that we put there by doing particular things in our own exceedingly particular ways. In these ways we make certain that every bottle and can of Schlitz will live up to the fame of all the Schlitz that has gone before. And our reward is this: *More people prefer (and buy) Schlitz than any other beer.*



Satisfies your thirst for SOMETHING BETTER



THE BEER THAT MADE MILWAUKEE FAMOUS

© 1956 — J. M. Schlitz Brewing Company, Milwaukee, Wis., Brooklyn, N. Y., Los Angeles, Calif.



Only one soap
gives your skin this
Exciting Bouquet

And Cashmere Bouquet is proved extra mild... leaves your skin softer, fresher, younger looking!

Now Cashmere Bouquet Soap—with the lingering, irresistible "fragrance men love"—is proved by test to be extra mild too! Yes, so amazingly mild that its gentle lather is ideal for all types of skin—dry, oily, or normal! And daily cleansing with Cashmere Bouquet helps bring out the flower-fresh softness, the delicate smoothness, the exciting loveliness you long for! Use Cashmere Bouquet Soap regularly... for the finest complexion care... for a fragrant invitation to romance!



**Cashmere
Bouquet
Soap**

Adorns your skin with the
fragrance men love!



Illustration by Robert R. Taylor for the National Beer Institute

Whatever friends drop over—

What makes a glass of beer taste so good?



Best of barley and other grains
 Brewed in the heart of the Midwest,
 Schlitz beer is brewed with the finest
 and cleanest water in the world.




Excellent carbonation
 Brewed in the heart of the Midwest,
 Schlitz beer is brewed with the finest
 and cleanest water in the world.

Excellent balance
 Brewed in the heart of the Midwest,
 Schlitz beer is brewed with the finest
 and cleanest water in the world.



Great to drink with food
 Brewed in the heart of the Midwest,
 Schlitz beer is brewed with the finest
 and cleanest water in the world.

Beer Belongs — Enjoy It! National Beverage of Moderation 

The National Beverage of Moderation is
 a registered trademark of the
 National Beverage of Moderation
 Inc., 1000 North Dearborn Street, Chicago, Illinois 60610.







SUNDBLOM







Original illustration for a Coca-Cola advertisement, circa 1950s - Collection of Bill Wren





Miss Bond

FIDO

FIDO



Mrs.
S. J. Jones



Play
refreshed





EUNDBLOM







"Proud of the life it gives to living in America. There is a reason." (Source: 1950)

In this friendly, freedom-loving land of ours—Beer belongs... enjoy it!

BEER AND ICE CREAMS, BEVERAGES BY BEERBOTTLE
Sponsored by the United States Beer Industry • Copyright 1951









Travel refreshed







The pause that refreshes

Drink
Coca-Cola









Haddon Hubbard Sundblom
"Sunday Afternoon"



Oil on canvas

30" x 40"

c. 1918











Busy man's
pause



















"They knew
what I wanted"



"Here's to
our G.I. Joes"





Myra Starkman for a Coca-Cola advertisement,
also 1930s, Collection of Museum







"Mind reader!"















